

How to Write Contractor Estimates that Land More Jobs

A proper estimate is ultimately what turns a prospect into a paying customer – and the more accurate, thorough, and transparent your estimates are, the better off your working relationship will be. Use these 6 tips to help you craft detailed, yet concise estimates that will start your projects off on the right foot.

- Get on the same page with your client before writing the estimate by asking them about their expectations for the project (budget, timeline, etc.)
- Give the customer a time window of when you'd be available to do the work – this creates a sense of urgency to book you now, rather than later.
- Set a realistic timeline.
- Line item material and labor expenses clearly.
- Include all the basics in the estimate.
 - Break down of material and labor costs
 - Client name
 - Suppliers
 - Important dates and times
 - Terms and conditions
- Be clear about your payment terms.
 - Determine if you need a deposit to cover material expenses.
 - Choose a mobile payment system that allows you to take payments over the phone, via email, or text like ChargeStripe.
- Don't forget to note your terms & conditions on the estimate.